matrimony.com

**February 12, 2020**

| | |
|---|---|
| **National Stock Exchange of India Ltd**<br>Exchange Plaza, 5th Floor<br>Plot No: C/1, G Block<br>Bandra Kurla Complex, Bandra (E)<br>Mumbai – 400 051 | **Corporate Relationship Department**<br>BSE Ltd.,<br>Phiroze Jeejheebhoy Towers<br>Dalal Street, Mumbai – 400 001 |

Dear Sir/Madam,

**Sub: Submission of the copy of Investor presentation under regulation 30 of SEBI (Listing Obligations & Disclosure Requirements) Regulations, 2015.**

**Ref: BSE Scrip code: 540704 / NSE Symbol: MATRIMONY**

Pursuant to Regulation 30 of the SEBI (Listing Obligations & Disclosure Requirements) Regulations, 2015, please find enclosed the copy of the presentation of the Company for the quarter ended December 31, 2019.

The aforesaid information is also being hosted on the website of the Company viz., www.matrimony.com.

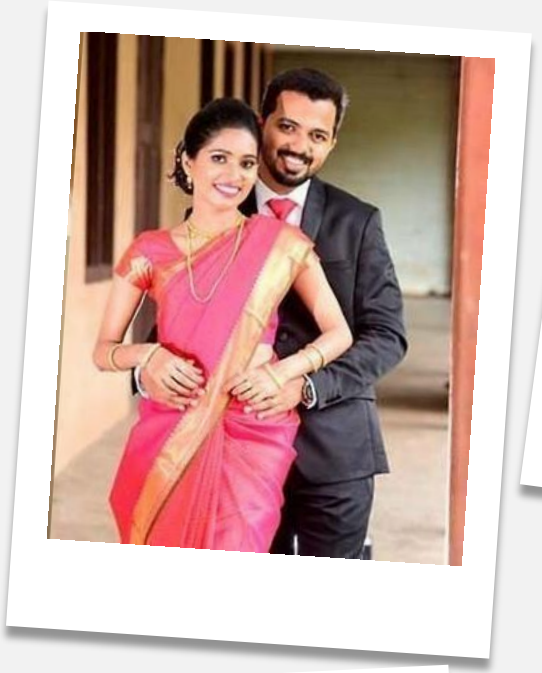
Submitted for your information and records.

Thanking you

Yours faithfully,

For **Matrimony.com Limited**

**S.Vijayanand**
**Company Secretary & Compliance Officer**
**ACS: 18951**
**No.94, TVH Beliciaa Towers, Tower II, 10th Floor, MRC Nagar, Chennai – 600028**



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# Investor Presentation

Feb 2020

# Disclaimer



*This presentation may contain statements which reflect the management's current views and estimates and could be construed as forward looking statements.*

*The future involves certain risks and uncertainties that could cause actual results to differ materially from the current views being expressed.*

*Potential risks and uncertainties include such factors as general economic conditions, foreign exchange fluctuations, competitive product and pricing pressures and regulatory developments.*

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bharat matrimony

Elite Matrimony
Premium Matchmaking Service

CommunityMatrimony.com
Over 300 Exclusive Community Sites

matrimony photography.com
Professional Photography Service

matrimonymandaps.com
from BharatMatrimony

matrimonybazaar.com
from BharatMatrimony


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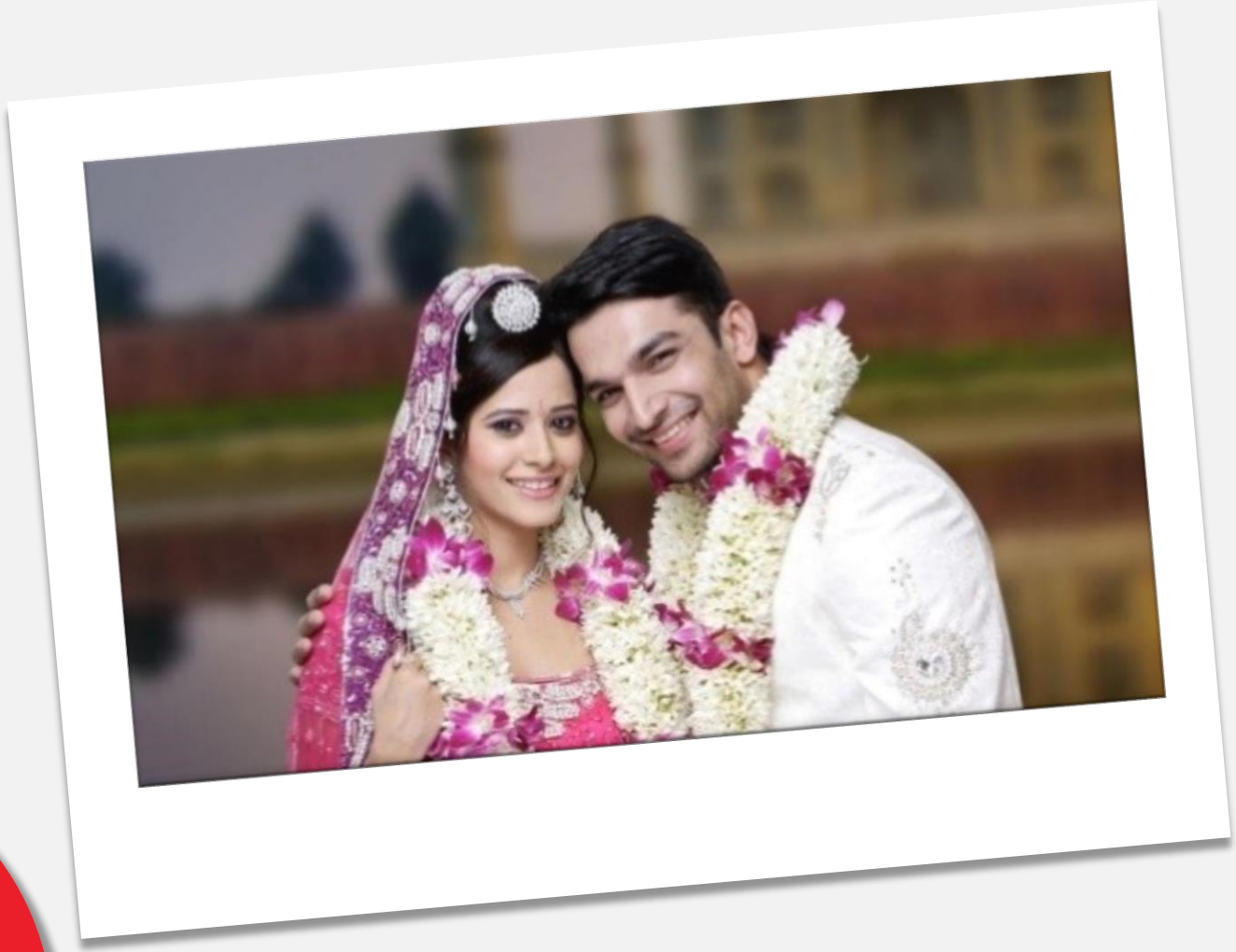
Management Team 4



matrimony.com

# Company Overview

# Matrimony.com at a glance



**#1 Leader for Matchmaking Services**

***We deliver matchmaking services to our users in India and the Indian diaspora through our websites, mobile sites and mobile apps complemented by our on-the-ground network in India***

**300+**

Community Matrimony sites

**15**

Regional Matrimony sites

**4.38 mn**

Active Profiles [1]

**38.37 mn**

Total registrations since January 2006 [1]

**731,000**

Paid subscriptions in FY2019

**INR 3,427 mn**

FY19 Billings
(4.9% YoY growth)

[1] As on December 31 2019

# A Unique Proposition

matrimony.com

- Large Online Matrimony Market Opportunity
- Leading Provider of Online Matchmaking Services in India
- Micro-Market Strategy with Targeted and Personalized Services
- bharat matrimony — Strong Consumer Brand
- Robust Technology and Analytics
- Continued Expansion into Marriage Services Segment
- Key Business Metrics Drive Revenue Growth & Operating Leverage

# A Differentiated Growth Story

matrimony.com

## Large Market Opportunity

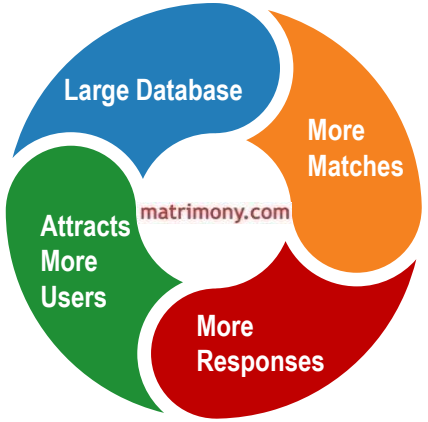
Unmarried Population in 2016 - 107 Mn [1]

Active Seekers in 2016
63 Mn [1]

Active users of online matrimony in 2016
6 Mn [1]

Active Profiles on Matrimony.com
4.38 Mn [2]

*An Early Mover to Online Matchmaking services…..*




*…. Coupled with a Network effect resulting in a large database of profiles…*

**… Resulting in Market Leadership**

1 Based on "Market study of Online Matrimony & Marriage Services in India" report by KPMG dated May 4, 2017;
2 As on December 31 2019

# Multi-Channel Customer Outreach…

matrimony.com

**Offline**

**Website**

**Mobile**

## Increasing Mobile Usage

Mobile sites and mobile apps accounts for [1]

- ✓ **96%** of Profile views
- ✓ **87%** of Personalized messages sent and received
- ✓ **87%** of the total number of free profiles registered
- ✓ **90%** of Express Interest messages
- ✓ **84%** of Phone numbers viewed

## … Backed by Strong Technology and Analytics Backbone…

### Strong Technology Platform

**Reliable and Scalable technology** with focus on **Information security**

### Big Data & Analytics

**In-house Intelligent Matchmaking Algorithm** ("MIMA")
**Data Analytics algorithms** to track trends to assist in driving monetization of user base

### Campaign Management

**IBM Unica systems** to improve customer experience and subscriptions

[1] For the month of December 2019

# Additional Avenues for Growth through Forward Integration..

matrimony.com

## Marriage Services : Complements online matchmaking services to provide organized services in the marriage services market

Provides professional wedding **photography and videography** services

Launched in Tamil Nadu, Kerala, Andhra Pradesh, Telangana and Karnataka

matrimony photography.com
Professional Photography Service

A **relationship manager** helps customer avail wedding-related services and recommends suitable vendors

Currently available in Chennai, Coimbatore, Madurai and Trichy

matrimonybazaar.com
from BharatMatrimony

A **wedding venue discovery platform** with 500+ wedding venues

Currently available at Chennai, Coimbatore, Madurai and Trichy , Hyderabad  Bangalore and Kochi

matrimonymandaps.com
from BharatMatrimony

# Strong Consumer Brand

matrimony.com

**Featured in Limca Book of Records for record number of documented marriages online**

2015 NASSCOM "Certificate of Excellence for **innovative application of analytics** for business solution"

Certified as **most used matrimonial search website** in 2013-14 for Indian online customers by JUXT

Bharatmatrimony.com awarded **India's most trusted online matrimony brand** by Brand Trust Report India Study 2014

THE BRAND TRUST REPORT
India Study 2014

A Girl Child Campaign
By Population First

Special jury mention for **gender sensitivity** (2013-2014) for TVC (Bharat Matrimony-Career) at National Laadli Media and Advertising Awards, 2015

BharatMatrimony mobile app - **Best app in the social category.** Global Mobile App Summit and Awards - July 2016 and July 2017

IGMASA
AN APPS WORLD MAG INITIATIVE

"Find Your Equal" campaign, won the award for "**Gender Sensitivity**" at the International Advertising Association's IndiAA regional awards - July 2019

BharatMatrimony has been conferred with the prestigious '**Superbrand 2019**' status by leading independent brand arbiter Superbrands India

SELECTED
Superbrand
INDIA
Consumer Validated
2019

**Profile authentication features such as "Identity Trust Badge" help in maintaining and continuously improving the quality of database further increasing consumer trust**

# ...Our Brand Ambassadors

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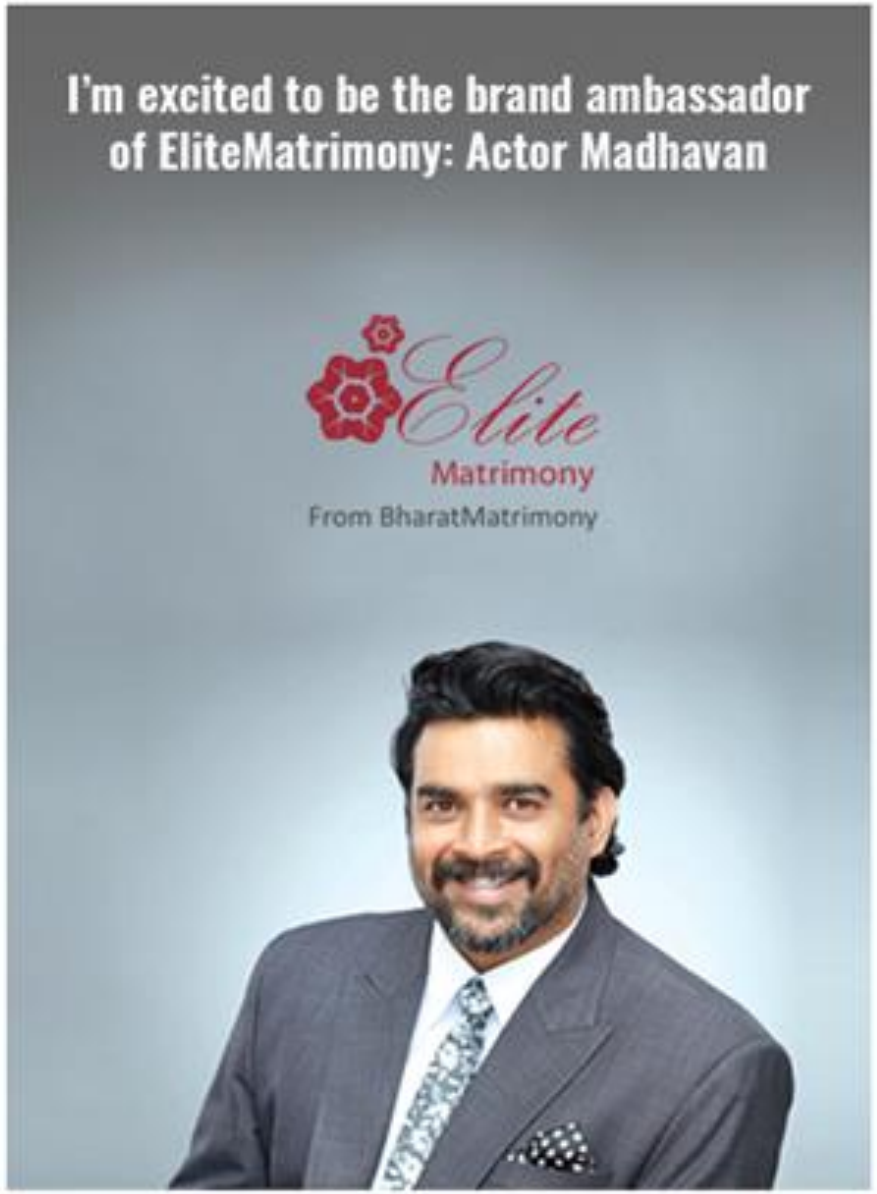


## Enterprise Performance

In ₹ million

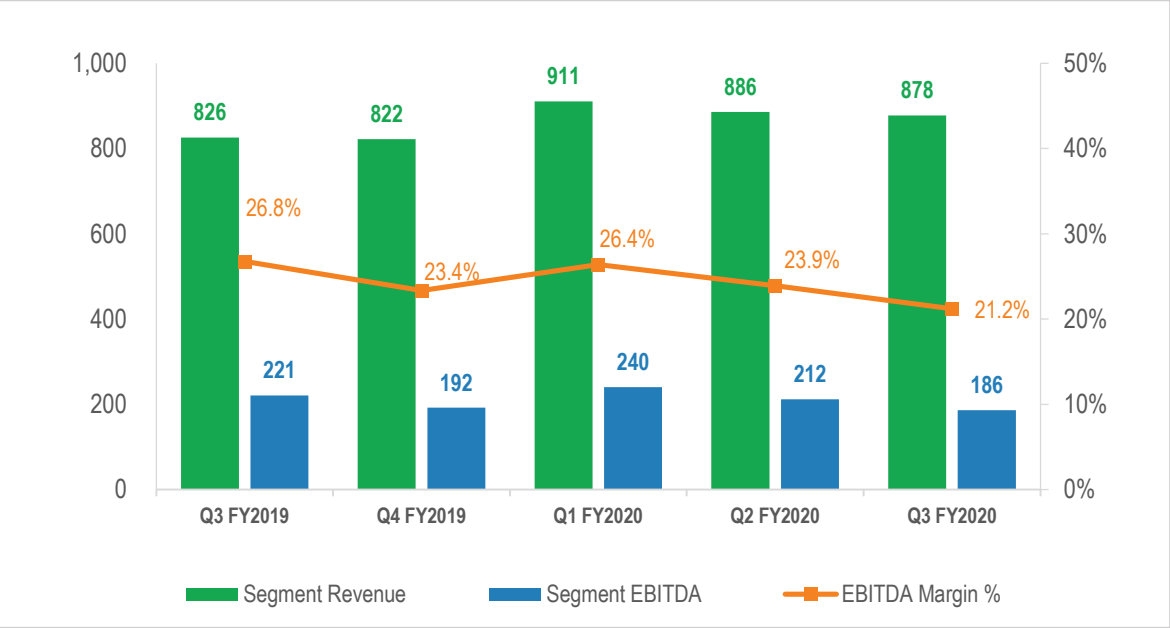
Revenue growth of 5.6% YoY

Note: Company has adopted Ind AS 116 "Leases" using full retrospective method. Consequently, Depreciation and Interest expenses are recognised in lieu of Rent expenses. As a result of transition, Comparatives has been restated and there is no significant impact to PAT

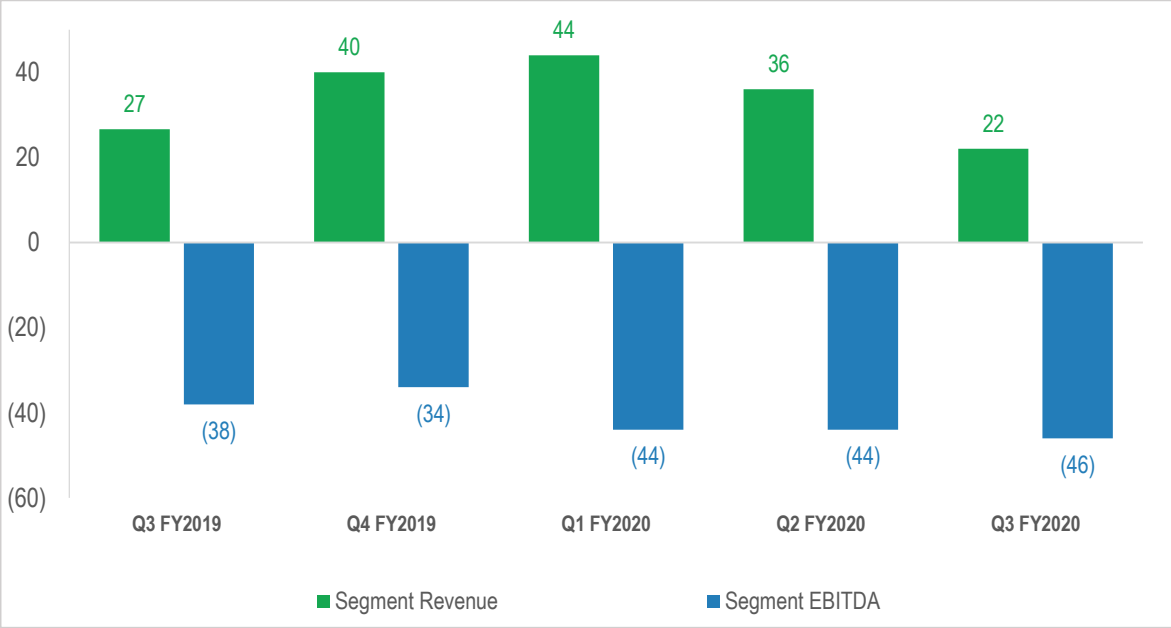
## Segment Performance

In ₹ million

### Matchmaking Services



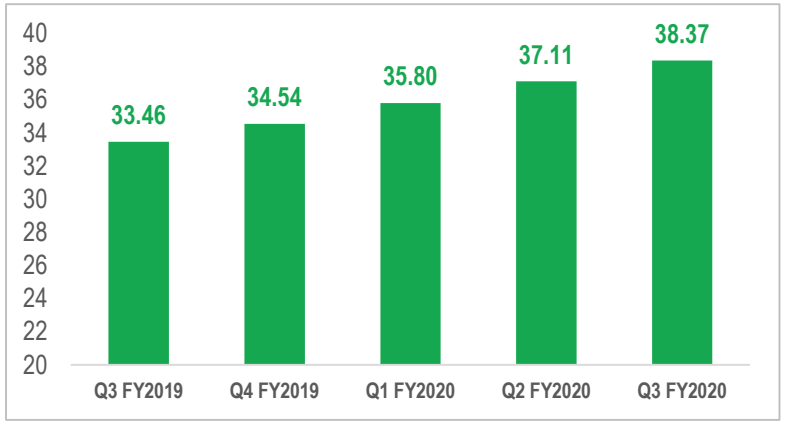

### Marriage Services



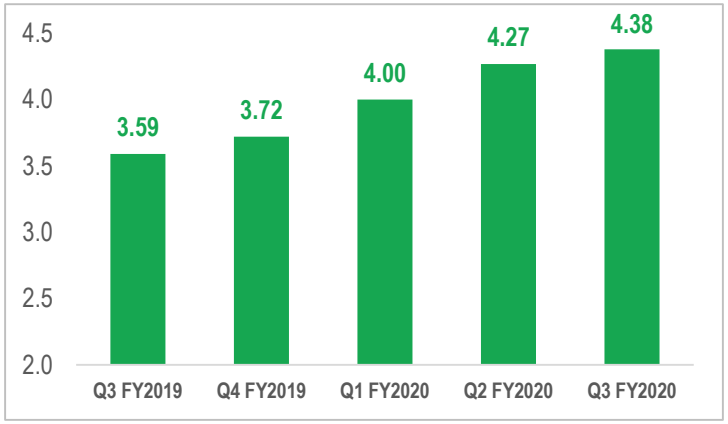
# Q3FY20 Key Metrics

matrimony.com

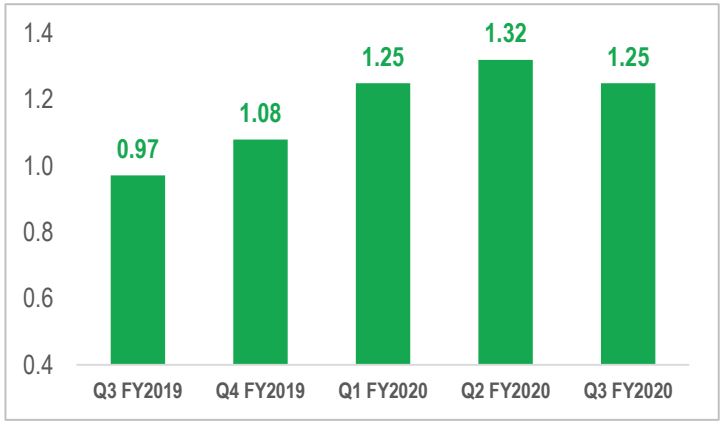
## Ever Registrations (in mn)



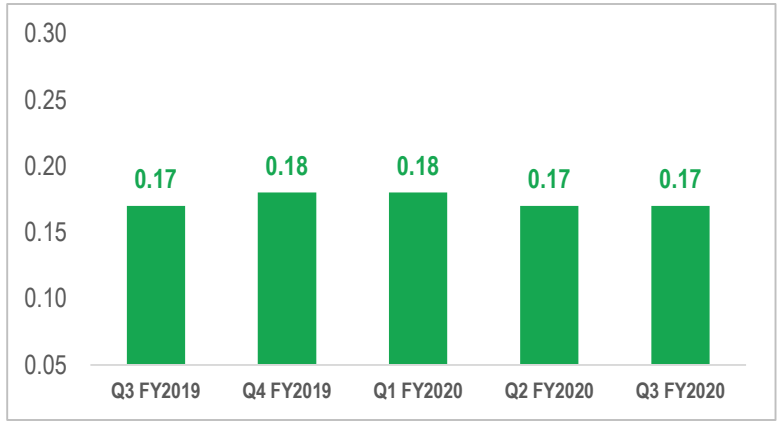

## Active Profiles (in mn)



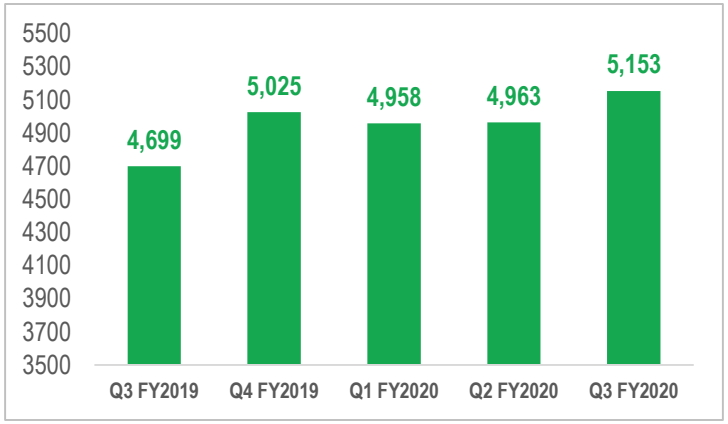

## Free Registrations (in mn)



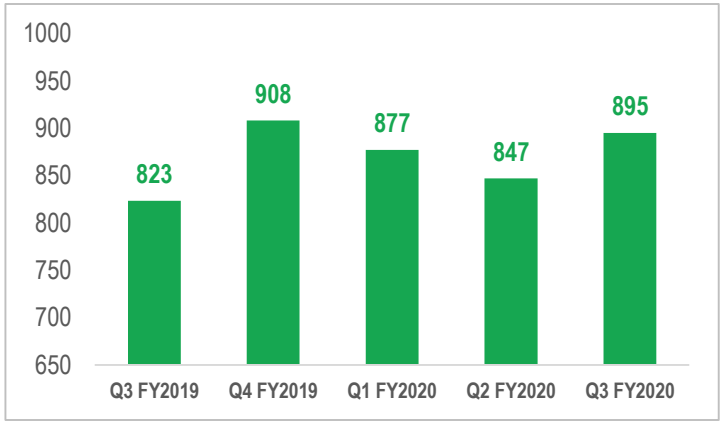

## Paid Subscription (in mn)




## ATV (in Rs)




## Matchmaking Billing (in Rs mn)



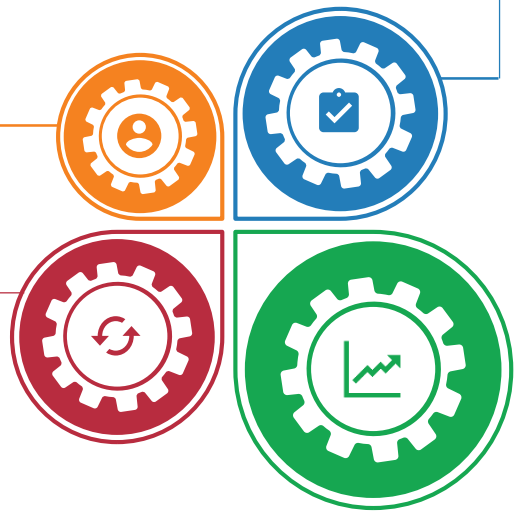
# Our Growth Strategy

matrimony.com

## Matchmaking Growth Cycle

**Profiles:**
- Fueled by Increasing internet and smartphone penetration
- Social adoption & Trust

**Conversion Rate:**
- Continuous product improvements in online & mobile
- Leverage campaign management & Analytics



**ATV:**
- Sustained price increase due to leadership position
- Higher price packages

**Increased Sales**

## Our Growth Strategy

1. Expand User Base
2. Continue Investments in Mobile Platforms
3. Further Strengthen Brands
4. Drive Monetization
5. Continue to Expand into Marriage Services

# Highly Experienced Board of Directors and Management Team

matrimony.com

## Board of Directors

**Murugavel Janakiraman**
Promoter, Chairman and Managing Director

**C K Ranganathan**
Non-Executive Independent Director

**George Zacharias**
Non-Executive Independent Director

**Milind S Sarwate**
Non-Executive Independent Director

**Deepa Murugavel**
Non-Executive Director

**Akila Krishnakumar**
Non-Executive Independent Director

## Key Managerial and Senior Management Personnel

**Murugavel Janakiraman**
Promoter, Chairman and Managing Director

**Sushanth Pai**
Chief Financial Officer

**Prasad Nelliparthi**
Chief Human Resource Officer

**S. Vijayanand**
General Manager-Company Secretary and Compliance Officer

**R Chandrasekar**
Chief Technology Operation and Infrastructure Officer

**S. Saichitra**
Chief Portal and Mobile Officer

**J. Karthik**
Head - Matrimony Bazaar

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## Investor Contacts

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